Nowadays, online daters project a fake identity of themselves through various dating platforms such as Facebook, Tinder, Grindr and they think that they are living a 'perfect life'. Yet, this statement is open to discussion as online dating is seen to uphold both benefits and drawbacks as well.

In today's time, Identity is a key notion that integrates individuals in the society. Identity is perceived as the construction of an individual's personality according to how the latter sees himself or herself interacting with other individuals around him or her (Holck, Muhr, and Villeseche, 2016). On the other hand, it is seen that online dating is considered as a crucial aspect in our lives since quite a specific period and whereby it has become a normal activity to communicate with someone through various up-to-date online applications for example Facebook, Grindr, Bumble, Tinder and so on.

It is observed that through latest use of smartphones in the society and digital technology globally, there is the fact how individuals are searching for their respective partners online and creating romantic relationships (Smith and Anderson, 2016). The internet that is the crucial booster to the online platforms is rapidly shifting the traditional relationship phase specifically family, friends and work colleagues according to experts. These days, online dating is a multi-billion-dollar business that is promoting a series of growing sophisticated technological tools, going from online sites to geographically coordinated smartphones applications that enable the filter and search of prospective matches (Felmlee and Kreager, 2017). An example of a frequently used online platform is that of Facebook that has helped online dating spread its effectiveness. Facebook CEO Mark Zuckerberg believes in the power of social media that has held together human relationships and therefore, he has come up with a creative idea to implement a dating feature to the trend. This will enable each individual to have a personal account whereby they will receive messages from a different inbox and hence it will be more interesting and safe to use. This allows the individuals to create their identity online and develop their communication skills. Privacy issues here is guaranteed as the individual friends will not be able to view the latter's activities. Nevertheless, there still exists some

controversial issues concerning harassment cases on the dating platform and how Facebook is planning to crack this problem (Dhapola, 2018).

Furthermore, it has been confirmed by professionals that self-presentation on the internet has found that there are many individuals who have been going quite far to the extent of expressing themselves in a more efficient way online, since they do not get to experience that in real life. This leads to a virtual life online and at the same time improves individuals interacting skills with others compared to old traditional methods whereby dating skills were limited to the use of e-mails and chat rooms (Erjavec and Fiser, 2016). This is why in certain colleges and universities; online dating is seen a delicate matter among students since they are the ones who use the internet regularly. But however, in today's time, students tend to ignore the fact that as the internet is a crucial booster for many online activities, it is equally responsible for many individuals having complex identity presentation and that social media is completely different from face to face communication. For instance, a woman would not want her close relatives to know her the same manner her friends do. Social media tends to make it difficult for an individual for him or she to act accordingly when the latter brings too many audiences at the same time. This is why, individuals share only the required details to get a notion of their identity and control their level of activity as well (Adhikari, 2016).

Without any doubt, it is a very normal activity that individuals are using social networking sites (SNSs) for many years now whereby these platforms have developed according to latest digital technologies and contributed successfully in making individuals understand the methods of using each specific online platforms. Also, since the introduction of social media lately, the online platforms were simply tools that encouraged human togetherness, developed many individuals' communication skills and used to reinforce the online community globally. Each platform was observed to have its own way or attracting a specific type of audience whereby the audience had to display their skills and learn more about privacy issues. Additionally, the rise of 'Mass self-communication' is all about a global system of networked exchanges that emphasises on common platforms such as GooglePlus, Facebook, LinkedIn and Twitter that is a

combination of both crucial and innovative tools that boost the performance of online identity. Therefore, with the promotion of the self and branding, many individuals more specifically students and adults get to design and create their own platform where they can communicate with other individuals and become popular online (Van Dijck, 2013).

Moreover, it is also observed that there is high use of the online dating platforms by LGBT adults. In an analysis of how gay men and bisexual people meet their soulmates according to statistics obtained, more than 4000 Australian males have confirmed of meeting their soulmates online and that they prefer using the method of using online platforms to meet their lovers compared to other means of meeting new individuals for example Face to Face meeting. The online dating research dates back to the early 2000s when niche populations were being targeted by various websites and diverse services. An additional catching point to be highlighted, is that online dating among the LGBT have decreased HIV positive risks based on many advertising campaigns that were in circulation for a specific period in order to share awareness among the public and people were briefed on the medical precautions to be taken as well. Still, there were some unsatisfied individuals who were not convinced by the campaigns and who claimed that HIV positive risks were very far from declining because of the fact that individuals wanted to experience it in 'real life', tempted by the virtual life created around them online (Johnson, Vilceanu and Pontes, 2017).

On the other hand, the fact that the individuals will be meeting their online partners in real life, tend to increase the latter's anxiety since they have no idea whether their so called soulmates that they met online, match the details as mentioned on their profile. Some risks associated to meeting virtual strangers in real life maybe be that these individuals can turn out to be psychopaths and scary. Communication may become unclear at some point because certain things just does not turn into reality. If ever this new 'Dating practice' does not prove to be a threat to the safety of the audience, according to experts it is definitely going to affect our means of interacting with other individuals in society for instance face to face communication. Overall just to say that it is easier to type words and emojis behind his or her computer screen or smartphone,

rather than to say it on the individual's face looking into his or her eyes and talking in a normal voice tone (Batton, 2017).

Additionally, according to professionals from the Norwegian university of Science and Technology, it has been perceived that the hook-up culture on for example Tinder application is relatively not the same as in earlier years and users who have been using the dating tool are more likely interested in short relationships that get over the next day for instance, one-night stands (Marateck, 2018). Conversely Tinder application is seen to have taken over the generation as wildfire spreading rapidly hence leaving the generation in desolation with a set of difficulties such as a set of social problems linked to family issues, confused feelings and protocol failures which lead to individuals being insecure in the long run. Unluckily, with the introduction of the online dating platforms, individuals decide with whom they will be talking to on the basis of other individuals' pictures and appearance. The application has precisely reinvented the blind date. In the process of creating a fun and useful platform that helps us meet new people and improve our interaction skills, all these are affecting our relationships with friends and family adversely.

Another example of a most common dating tool is that of Grindr. Initially when this app was launched, it was revealed to be the lead of geosocial networking applications. Today things have evolved greatly and Grindr is still seen as one of the most noticeable online dating tools globally. It is the most popular app among gay men since it has been found out that it is more of an opening medium for greeting others than used a key component to locate other gay men. An active Grindr profile is sufficient to recognize any user as a man interested in other men. The dating platform also enables stress levels to adapt to latest fashion trends that would homonormatively make an individual identifiable as gay (Castillo, 2018). On the contrary, there is also the fact how most individuals attract the attention of others through cheap talks that has become very common online. Single professional advisers who are usually biased tend to circulate wrong information and for instance it has become a normal action when the male user comments on women photographs that are unreliable about themselves (Mantell, 2018).

Conversely, there are also some weaknesses that arise when using the dating application. For instance, it was spotted recently that a case of racism was reported. There was a short abstract online that reportedly described how an individual became upset when a white man posted a racist comment on his account, when the latter was in fact using the Gay dating platform to interact with other individuals who had similar objectives in his surroundings. A renowned psychology professor Glen Jankowski from Leeds Beckett University specified that the dating platforms such as Tinder, Grindr and Bumble form an integral part of our lives beyond just dating purposes. Racism is predominant in the society and she reflects that just because this case happened online, this does not necessarily contribute to the fact that it is also valid to real life happenings. Yet, other experts in Australia have indeed found out that around 96 % users had viewed at least an account victim to some kind of racial comments. Racism is still at its highest point on Grindr since many other individuals admitted that they undeniably posted things that were offensive on the basis of other ethnic groups (Stokel–Walker, 2018).

Moreover, with the creation of alternate individuals' identities online, a fact that should not be disregarded is that this contributes to an increase in catfishing that is considered as one of the major reasons of being deceived online. Catfish is defined as an individual who in general creates an account on social media with all kinds of fake details in order to attract the attention of other people with whom they have the intention of creating a love connection. Catfish are successful in deceiving people since their actions display offline behaviours. They are experts in what they do and this enables them to steal the picture of any stranger and upload it as if it was their property. However, more complications occur when individuals no longer feel safe to update their personal details on online platforms for instance their date of birth, hobbies and height to take full advantage of attractiveness. Both gender are determined on lying and providing false information about themselves but nowadays with all kinds of technology it is easier to detect any misuse of information. But on the contrary, catfish is also seen to promote levels of confidence and trust in relationships through some means of social media whereby users are welcome to share any updated details about themselves. Hereby,

emphasizing the importance of quality over quantity is necessary when widening our online networks (D'Costa, 2014).

To conclude, we can say that based on the analysis of identities used to promote online dating; individuals can now search for their romantic soulmates or lovers easily online if ever they are having issues to find someone in their surroundings. Presently, one can have access to various websites where users can interact easily with other people and get to discover new things online. But where there are benefits, there are disadvantages as well. For example, dating tools can prove to be unsafe in cases where behind that laptop screen or smartphone, individuals do not really know whether the user that they have met virtually online is indeed the same as described by the latter. People should be more careful when it comes to reviewing their privacy settings online. Based on the above arguments, we can say that online dating has brought a new trend in today's society but still one should learn how to use it correctly.

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